

## Technical Delivery Specifications July 2017

### TVC Delivery Information for SBS

- Before a TVC (aka Dub, Advertisement) can be broadcast on SBS we require the below from the client.
- Key Number of TVC (identifying name for traffic system and reporting)
- CAD approval number (8 Digit code given by Free TV which contains a classification for the TVC. This tells us where we can legally air the ad)
- Material sent by the appropriate deadlines. Please see material deadlines below.

### Material can be delivered to SBS using the following delivery methods:

- Electronically via Adstream/Dubsat/ IMD.

These are satellite services which send the TVC directly to our server. We can accept HD material from each of these vendors.

If material is physically sent, it must be addressed as per below:

Sales Operations  
SBS Sales  
14 Herbert St,  
Artarmon 2064

### Material Deadlines

Material Deadlines			
Activity Starting:	Any day in the following week commencing	Sunday & Monday	Tuesday to Saturday
Material Instructions	Wednesday 1700	Wednesday 1700	Wednesday 1700
CAD Approval		Thursday 1700	COB two days prior
Material booked for delivery		Thursday 1700	COB two days prior

This does not include revisions or amendments which need to be on-hand & CAD approved two hours before TX.

## **Technical Format Specifications**

### **Aspect Ratio**

SBS broadcasts everything in a 16x9 aspect ratio.

We accept TVCs made in both a 4x3 (720 x 576) format and a 16x9 (1024 x 576) format.

### **SD Format**

- The delivery of SD File Based Media should be in the following format
- Wrapper: MXF in OP1A Standard
- Video Codec: DVCPro50 16x9 Full Height I Frame
- Audio Codec: As per DVCPro50 standard 16bit 4/8 channels
- SBS requires audio meets Free TV OP59 standard
- Closed captions as per Free TV OP42 standard wrapped according to SMPTE 436M
- For graphics and action safe areas please refer to Free TV OP36
- Test files need to be delivered for compatibility testing

### **HD Format**

- The delivery of HD File Based Media should be in the following format.
- Wrapper: MXF in OP1A Standard
- Video Codec: XDCAM HD422 @ 1080i 50Mb/s 12 frame Long GOP
- Non surround Audio: As Per XDCAM HD422 - PCM 8ch/16bit/48kHz
- Surround Audio: Dolby E, see details below
- SBS requires audio meets Free TV OP59 standard
- Closed captions as per Free TV OP47 standard wrapped according to SMPTE 436M
- For graphics and action safe areas please refer to Free TV OP36
- Test files need to be delivered for compatibility testing.

### **Notes**

- FreeTV Operational Practices can be found at [http://www.freetv.com.au/content\\_common/pg-engineering-guides.seo](http://www.freetv.com.au/content_common/pg-engineering-guides.seo)
- Free TV OP48 invokes OP59, the specification for audio Loudness.
- Audio mixes supplied must contain a minimum of mute audio 6 frames top and tail

### **Audio**

#### **Surround Sound Requirements – HD content only**

- Surround sound (when available) should be delivered using the following format and track layouts:
- Channel Description
- 1 Stereo Left - Full
- 2 Stereo Right - Full
- 3 DolbyE Ch 1
- 4 DolbyE Ch 2
- 5 M&E Left
- 6 M&E Right

#### **Audio Track Layout Requirements – SD content and HD without surround sound**

- This layout is applicable when both stereo and M&E are available.
- Tracks 3 and 4 do not require loudness processing, and should be presented without further processing.
- Channel Description
- 1 Stereo Left - Full
- 2 Stereo Right - Full
- 3 M&E Left
- 4 M&E Right